

## DAFTAR PUSTAKA

- Benhardy, K. A., Hardiyansyah, Putranto, A., & Ronadi, M. (2020). Brand image and price perceptions impact on purchase intentions: Mediating brand trust. *Management Science Letters*, 10(14), 3425–3432. <https://doi.org/10.5267/j.msl.2020.5.035>
- BPS. (2019). *Badan Pusat Statistik*. September. <https://www.bps.go.id/publication/2019/07/04/daac1ba18cae1e90706ee58a/statistik-indonesia-2019.html>
- Buchori, A., & Harwani, Y. (2021). The The Effect of Service Quality and Promotion on Purchase Intention Mediated by Trust (Case Study: PT China Taiping Insurance Indonesia). *European Journal of Business and Management Research*, 6(2), 44–47. <https://doi.org/10.24018/ejbmr.2021.6.2.764>
- Hardani, Andriani, R. F. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu Group Yogyakarta.
- Maestro, E., Ilham, M., Gistituati, N., & ... (2021). Public Image in the Management of Education Institutions. ... *International Journal of ...*, 3(1), 200–209. <https://www.growingscholar.org/journal/index.php/TIJOSSW/article/view/112%0Ahttps://www.growingscholar.org/journal/index.php/TIJOSSW/article/download/112/97>
- Republika. (2021). *Dampak Pandemi Covid-19 dalam Dunia Pendidikan di Indonesia*. 21 September. <https://www.republika.co.id/>
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Schiffman, L., & Kanuk, Lazar, L. (2007). *Perilaku Konsumen (Perilaku konsumen)*. December.
- Septyadi, M. A. K., Salamah, M., & Nujiyatillah, S. (2022). Keputusan Pembelian Dan Minat Beli Konsumen Pada Smartphone: Harga Dan Promosi. ... *Pendidikan Dan Ilmu ...*, 3(1), 301–313. <https://dinastirev.org/JMPIS/article/view/865>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta, CV.
- Tan, C. T. (2017). Enhancing the quality of kindergarten education in Singapore: policies and strategies in the 21st century. *International Journal of Child Care and Education Policy*, 11(1). <https://doi.org/10.1186/s40723-017-0033-y>
- Umar, H. (2019). *METODE RISET MANAJEMEN PERUSAHAAN*.
- Umar Husein. (2019). *METODE PENELITIAN PERUSAHAAN*. PT. Gramedia Pustaka Utama.
- van Teijlingen, E., & Hundley, V. (2002). The importance of pilot studies. *Nursing Standard (Royal College of Nursing (Great Britain) : 1987)*, 16(40), 33–36. <https://doi.org/10.7748/ns2002.06.16.40.33.c3214>
- Wardhana, A. (2022). Brand Image dan Brand Awareness. *Brand Marketing: The Art Of Branding, January*.